



HDC

MidAtlantic

Welcome home.

A world where a safe, welcoming, affordable place to call home is open to everyone.



May 12, 2020

Bold Vision, Bold Brand

Dear friends,

It is not hard to remember why we do this work in the midst of the COVID-19 crisis. We are needed now more than ever, together with partners and residents to create and strengthen affordable housing communities that are driven by purpose and passion.

2020 kicked off HDC's new strategic direction for the next five years. Although the last two months have been unlike any season in the life of HDC, we have adapted quickly to keep our residents and employees safe and healthy and position the organization to sustain itself now and for the future.

But we also know it is important to keep our sights on our new strategic plan and 2020 goals. In January, HDC kicked off its rebranding efforts: an essential next step to align our visual identity with our new strategic direction, vision, and values. This newsletter features our new logo. We are so thrilled with our new visual identity as it exemplifies the hope, opportunity and community that HDC lives and breathes into its work every day.

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We're All in This Together

As we've all adjusted to the challenges posed by COVID-19, our partners of all types, sizes, and purposes have come together to keep our communities safe, healthy and stable.

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Leadership Spotlight



While the entire team behind HDC has been hard at work living out the goals of people-centered service and advancing equity outlined in our 2020-2025 Strategic Plan, Debbie Gable, HDC's Director of Resident Services, has been one of the biggest advocates for this work.

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On Air and In the News

- "Leading During Crisis": Dana Hanchin featured on Cinnaire's "[Advancing Communities](#)" podcast
- "Housing is a human right, especially during a crisis": HDC partners with local agencies for [LNP Op-Ed](#)

Looking Ahead

Stay tuned for more information on these activities coming up from HDC:

- Online Campaign supporting the Hope and Opportunity Fund to assist residents in maintaining housing stability through times of crises. If you can't wait to support HDC, [visit our website](#) to donate now.
- Virtual Groundbreaking in early summer for [Beach Run Apartments](#), HDC's new 51-apartment affordable housing community coming to Fredericksburg, PA.

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